

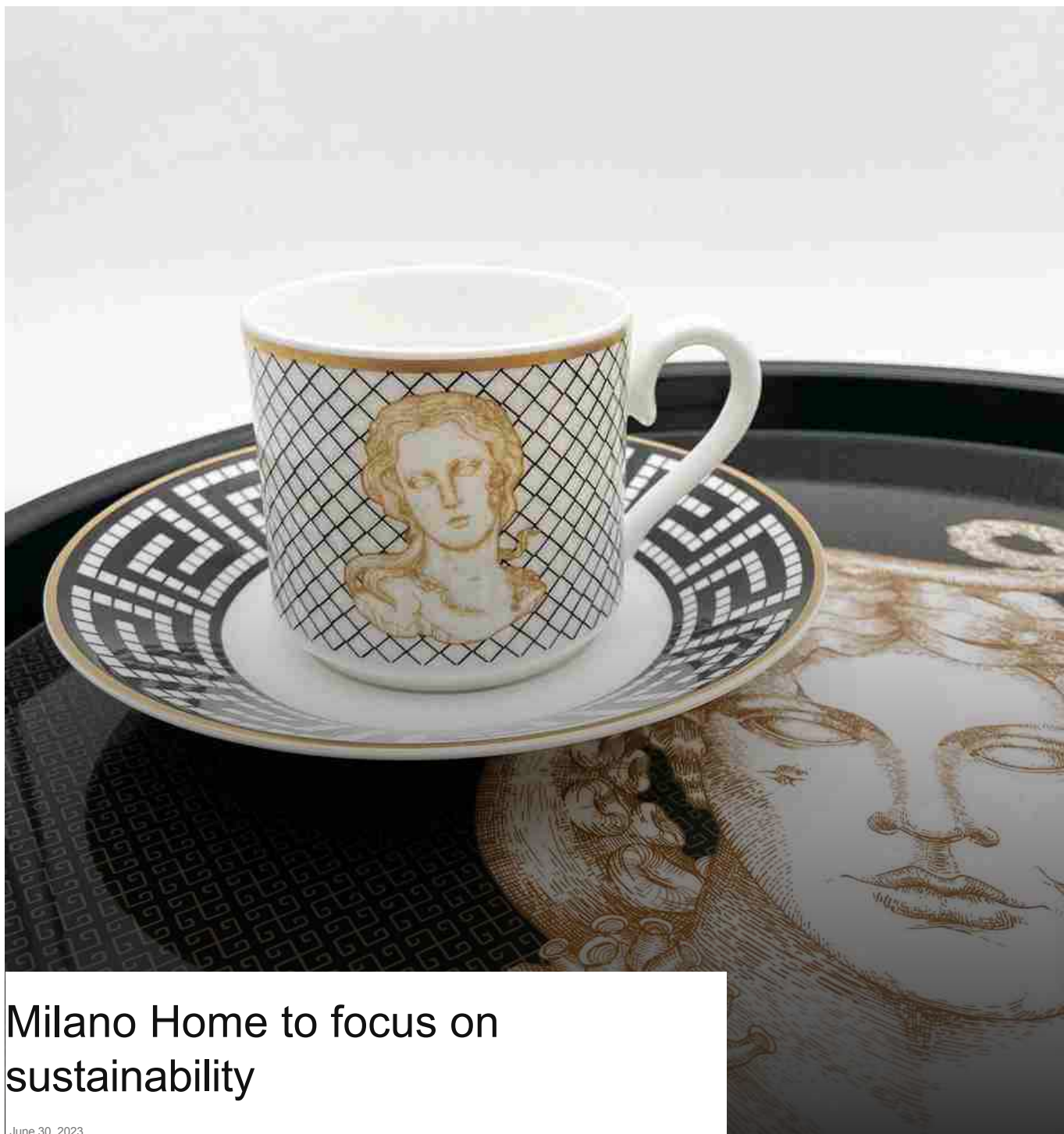


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Milano Home to focus on sustainability

June 30, 2023

Milano Home – taking place from 11 to 14 January 2024 at [fieramilano](#) (Rho) – will focus on sustainability as one of its core themes.

Organisers says sustainability, as a theme will run across the fair pavilions representing the common thread linking the values of MILANO HOME.

In particular, the concept of quality in its deepest sense, where attention to detail, choice of materials and customer service are priorities, as well as fairness and sensitivity to social and environmental issues.

To underline the relevance of this specific theme, there will be several special initiatives and dedicated installations. Among the first novelties is the Green Circle, the innovative project by Isabella Goldman, a bioclimatic architect – which will present a selection of products consistent with the criteria of sustainability and the circular economy.

MILANO HOME, through this project, wants to be the initiator of a new approach for the purchase of consumer goods: a critical approach where “beautiful” also becomes “well made” and above all “right” according to internationally recognised ESG criteria and the UN SDGs.

The space, created as a circular plaza, will host 60 alternative yet little-known products, selected according to a sustainable approach that respects nature, traditions, materials, the territory, or people and their emotions, or that offers a completely new approach to everyday objects using new yet sustainable technologies.

The appointment with MILANO HOME is from 11 to 14 January at [fieramilano](#) (Rho)
[milanohome.fieramilano.it](#)

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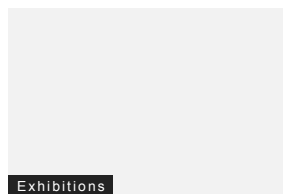
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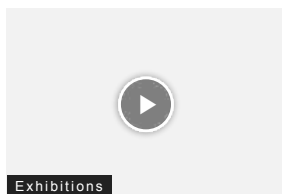
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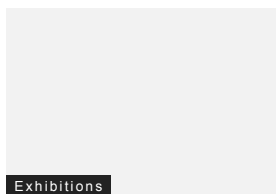
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